



OFFICE OF
**INSPECTOR
GENERAL**
UNITED STATES POSTAL SERVICE

HIGHLIGHTS

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Federal Sector Web Pages: Opportunities for Enhancement

Report Number MS-MA-12-002

BACKGROUND:

The U.S. Postal Service must compete with commercial providers at a time when federal entities are increasingly using the Internet to find and research products and services. However, federal entities are not required to purchase goods or services from other federal agencies.

Selling to the federal sector is unique in that its purchasing activities are guided by the Federal Acquisition Regulation. As a result, the Postal Service has a sales group dedicated to the federal sector. Postal Service sales to the federal sector totaled \$51 million in fiscal year (FY) 2011 and are expected to be about \$100 million in FY 2012. The objective of our review was to evaluate the Postal Service's current website and determine whether management could make enhancements to better position it in the federal sector market.

WHAT THE OIG FOUND:

Opportunities exist for the Postal Service to create federal sector web pages that would enhance the visibility of its products and services to federal agency purchasing decision makers. The web pages should include useful content, be easy to use, and highlight the Postal Service's strengths and advantages as a shipping provider. Additionally the web pages should be designed to maximize external search

engine results. Having web pages for federal sales could enable the Postal Service to better reach target audiences and inform customers, with the end goal of increasing sales to federal entities.

WHAT THE OIG RECOMMENDED:

We recommended the Postal Service evaluate the information in this report and determine the feasibility of creating federal sector web pages as part of its overall sales strategy. Management agreed with our finding and recommendation and stated that they will develop a proposal for enhancing their current website to encourage selling to federal entities and present it to the chief marketing officer for approval within 120 days.